



Rakuten Advertising Adopts SpringServe Tiles to Strengthen Impact of Ad-Supported Campaigns on Rakuten TV

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LONDON, Feb. 16, 2023 (GLOBE NEWSWIRE) -- SpringServe, the leading independent TV ad serving platform now part of Magnite (Nasdaq: MGNI), today announced that Rakuten Advertising has adopted the SpringServe Tiles solution to strengthen the impact of ad-supported campaigns on Rakuten TV. As one of the leading VOD platforms in Europe combining TVOD, SVOD and AVOD services, integrating the SpringServe Tiles format within Rakuten TV will allow brands to balance personalisation and monetisation, while preserving the user experience.

"At Rakuten Advertising, we're always looking for ways to maximise the impact of our client's advertising campaigns. The expansion of our relationship with SpringServe will allow us to leverage the proven Tiles technology to enable advertisers to deliver innovative and contextually relevant content and messaging to engaged audiences where they're watching," said James Collins, SVP Media, at Rakuten Advertising.

Tiles provides new ad monetisation opportunities for advertisers looking to reach engaged users on CTV home screens and its use within the Rakuten TV app highlights the product's flexibility. SpringServe's advanced ad serving functionality, including reporting and targeting, is built into the Tiles format, creating greater workflow efficiencies.

"We created Tiles to bring the precision of video ad serving to the content discovery experience users see when they turn on their connected TVs," said Leon Siotis, Head of International at SpringServe. "This technology enables brands to reach consumers during the most important initial interaction they have with their television, the navigation of the home screen."

About SpringServe

SpringServe, now part of Magnite, is the leading independent ad serving platform, purpose-built for OTT, CTV and video advertising. Its software offers a full stack of ad serving, optimization and automation solutions that make video ad serving smarter across devices. Trusted by leading publishers & advanced TV distributors, its platform delivers control, transparency, and analytics to help increase ad performance and revenue from media sales. For more information, visit <http://www.springserve.com>.

About Rakuten Advertising

Rakuten Advertising delivers people, performance and brand-driven ad solutions that help the world's top brands connect with unique, highly engaged audiences – from awareness to activation. Backed by industry-leading technology, global media properties, and the largest partner ecosystem, Rakuten Advertising taps into decades of data and experience to develop the strategies and ad experiences that will drive engagement, sales, loyalty, and beyond. A leader in the industry since its beginnings, Rakuten Advertising is a division of Rakuten Inc. (4755: TOKYO), one of the world's leading internet service companies. The company is headquartered in New York City, with offices throughout EMEA, APAC, LATAM, and North America. Learn more at RakutenAdvertising.com.

About Rakuten TV

Rakuten TV is one of the leading Video On-Demand platforms in Europe that combines TVOD (Transactional video-on-demand), SVOD (Subscription video-on-demand), AVOD (Advertising video-on-demand) and FAST channels (Free Ad-Supported Streaming TV) providing users with a universe of content and making the whole entertainment experience easier.

The TVOD service offers an authentic cinematic experience with the latest releases to buy or rent in high audio and video quality. The SVOD service allows subscription to the premium service Lionsgate+. The advertising-supported offering comprises AVOD and FAST services. The AVOD service features more than 10,000 titles available on-demand, including films, documentaries and series from Hollywood and local studios, as well as the catalogue with Original and Exclusive content. The FAST service consists of an extensive line-up of over 250 free linear channels from global networks, top European broadcasters and media groups, and the platform's own thematic channels with curated content. Rakuten TV is available in 43 European territories and currently reaches more than 140 million households via its branded remote-control button and pre-installed app in Smart TV devices.

www.rakuten.tv

Rakuten TV is part of Rakuten Group, Inc., one of the world's leading internet services companies, offering a wide range of services for consumers and businesses, with a focus on e-commerce, fintech, digital content and communications. Rakuten is the official partner for the NBA's Golden State Warriors and the Davis Cup.

Download logo and brand guidelines here: <https://rak.box.com/s/2g1t15aq5u2gb2mje92taap3vgz27ky5>

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